

INTERNAL ASSIGNMENT QUESTIONS
Advanced Diploma in Business Management
Semester - II

2026



PROF. G. RAM REDDY CENTRE FOR DISTANCE EDUCATION

(RECOGNISED BY THE DISTANCE EDUCATION BUREAU, UGC, NEW DELHI)

OSMANIA UNIVERSITY

(A University with Potential for Excellence and Re-Accredited by NAAC with "A" + Grade)

DIRECTOR

Prof. N.Ch. Bhatracharyulu
Hyderabad – 7 Telangana State

**PROF.G.RAM REDDY CENTRE FOR DISTANCE EDUCATION
OSMANIA UNIVERSITY, HYDERABAD – 500 007**

Dear Students,

Each student has to write the answers to the Assignment questions with neat own handwriting using **BLUE PEN** (Black Ink not allowed) for each paper. Assignments have to submit after the payment of Rs.500/- by showing the receipt of the same. If the Assignment is not submitted within stipulated time i.e. before the theory exams / last date is treated as absent.

Methodology for writing the Assignments (Instructions) :

1. First read the subject matter in the course material that is supplied to you.
2. If possible read the subject matter in the books suggested for further reading.
3. You are welcome to use the PGRRCDE Library on all working days for collecting information on the topic of your assignments. (10.30 am to 5.00 pm).
4. Give a final reading to the answer you have written and see whether you can delete unimportant or repetitive words.
5. The cover page of the each theory assignments must have information as given in FORMAT below.

FORMAT

1. NAME OF THE STUDENT :
2. ENROLLMENT NUMBER :
3. NAME OF THE COURSE :
4. SEMESTER II :
5. TITLE OF THE PAPER :
6. DATE OF SUBMISSION :
6. Write the above said details clearly on every subject assignments paper, otherwise your paper will not be valued.
7. Tag all the assignments paper wise and submit them in the concerned counter.
8. Submit the assignments on or before **30-04-2026** at the concerned counter at PGRRCDE, OU on any working day and obtain receipt.

DIRECTOR

INTERNAL ASSIGNMENT
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Paper : I Principles of Management and Organizational Behaviour – II

Total Marks: 30

Section – A

UNIT – I : Answer the following short questions (each question carries two marks) 5x2=10

1. What is Individual Behaviour.
2. Explain Motivation.
3. .Organization Culture.
4. Explain Corporate Social Responsibility.
5. Explain Conflict Management.

Section – B

UNIT – II : Answer the following Questions (each question carries ten marks) 2x10=20

1. What is Motivation ? Explain Motivation Theories.
2. What is Conflict Management ? Explain the strategies for Management Organizational Conflict.

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Paper : II Marketing Management - II

Total Marks: 30

Section – A

UNIT – I : Answer the following short questions (each question carries two marks) 5x2=10

1. Define marketing Management, its objectives, explain.
2. Concept of Marketing Mix.
3. What are the bases for Segmenting Consumer Markets.
4. What are the different stages in environmental scanning ?
5. Explain about Industrial Buying Decision Process.

Section – B

UNIT – II : Answer the following Questions (each question carries ten marks) 2x10=20

1. Discuss the different theories of Consumer Buying Behaviour.
2. What is a New Product? What are the stages involved in new product development process.

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Paper : III Business Statistics and Quantitative Techniques – II

Total Marks: 30

Section – A

UNIT – I : Answer the following short questions (each question carries two marks) 5x2=10

1. Write the importance of Index Numbers.
2. Write a short notes on Bayes' Theorem.
3. What are the assumptions of LPP ?
4. What are the merits and demerits of Decision Tree Analysis?
5. What are the applications of simulation method.

Section – B

UNIT – II : Answer the following Questions (each question carries ten marks) 2x10=20

1. Explain Laspeyres, Paasche's and Fishers Index Numbers with suitable examples .
2. Explain formulation of LPP with suitable example.

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Paper : IV Financial Accounting – II

Total Marks: 30

Section – A

UNIT – I : Answer the following short questions (each question carries two marks) 5x2=10

1. Window Dressing.
2. Segment & Social reporting.
3. Interim reporting in India.
4. Need of HRA.
5. Need for valuation of Goodwill.

Section – B

UNIT – II : Answer the following Questions (each question carries ten marks) 2x10=20

1. What is share? Explain methods for valuation of shares
2. Distinguish between
 - a) Balance sheet & funds flow statement
 - b) Income statement & funds flow statement.
 - c) Funds flow statement & Cash flow Statement
